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Author:

Parker Pen Company

Title:

Applied advertising and  
marketing for college...

Place:

Janesville

Date:

[1923]

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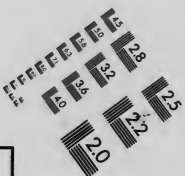


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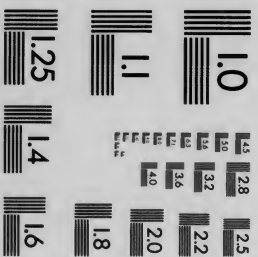
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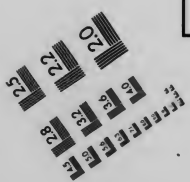
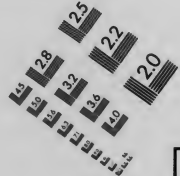
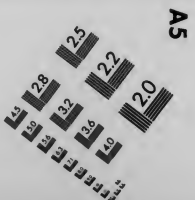
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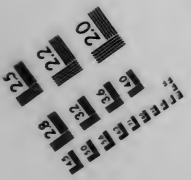
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# Applied Advertising and Marketing

for College and University Study

A Noteworthy Example  
of Modern Methods



# Applied Advertising and Marketing

for College and University Study

A Noteworthy Example  
of Modern Methods

## Explanatory Note

Early in 1923 between fifty and sixty universities and colleges offering courses in Advertising and Merchandising, requested "behind-the-scenes" information about the Parker Duofold advertising and merchandising campaign for classroom use.

The proper execution of an advertising and merchandising campaign is a big job, and a sketchy outline of what was done, and why, falls far short of portraying a true picture and showing the full scope of the operation.

The problems which confront The Company are typical of those which confront, and probably always will confront, manufacturers in other lines of industry. The analysis of the initial campaign was, therefore, arranged.

Since the publication of the first edition, many more institutions have signified their desire to study this example of modern methods.

Hence we have had the first edition revised and subsequent developments in the Parker system incorporated with it in this Second Edition.

It is now in fairly complete and detailed form. We hope that the material presented may be of value to students and instructors of Advertising and Merchandising.

If more detailed or more specific information about any part of this analysis is wanted, the Advertising Department of The Parker Pen Company will gladly furnish it.

Second Edition:—Prepared by Benson, Gamble & Crowell, Chicago. Printed and Published by The Parker Pen Company, Advertising Department, Janesville, Wis., U. S. A. Direct Branches or Distributing Connections at New York, Chicago, San Francisco, London, Copenhagen, Milan, Bombay, Calcutta, Batavia, Shanghai, Manila, Buenos Aires, Rio de Janeiro, Havana.



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## Advertising and Merchandising the Parker Duofold Fountain Pen

### A Market That Was Shriveling on the Vine

FOR more than a generation prior to the World War, fountain pens had been produced in America by several manufacturers. Their sales had undergone a steady growth. Yet, after all, it had been rather a gradual transition from a small industry to an annual business estimated at \$12,000,000 retail in 1914.

Then the war broke, devastating many industries, giving sudden impetus to others. Luck favored fountain pens. From training camps, trenches, shipboard, and hospitals, came a sweeping demand. Thus millions of new pen users were added to the old, and these soldiers, sailors and nurses continued to be users when they resumed civilian life.

In 1919 American fountain pen sales amounted to approximately \$30,000,000.00 at retail prices. Sales reached their peak in 1920, during the general business inflation. But in 1921 they declined. The prospect became discouraging when this decline continued over the first quarter of 1922. What was to be done now?

Fountain pens had long been advertised. From time to time they had been improved mechanically. But while the different makes varied in construction, all appeared to the casual observer to be essentially the same. Practically all pens were black, plain or gold-mounted—long, medium or short in size. But inasmuch as the leading manufacturers all produced these various styles, no manufacturer had any great competitive advantage except in the size of his advertising expenditure.

The pen advertising, like the pens themselves, appeared to be "standardized."

There were no great appealing distinctions. The only long stride the industry had been able to take had been due to the war. Now the business seemed to be slipping back.

Would sales continue to recede until the point of "settled" production was reached—a settled amount of replacement business and a settled amount of new business each year; but no great gains? And how far down from the peak was the point of "settled" production? Could nothing be done to turn the sales-curve upward, or had production reached the saturation point?

These were the questions with which pen manufacturers were confronted in January, February and March, 1922. Meanwhile, one manufacturer had sought an unusual solution. We shall see what this was, and how and why it succeeded.

### The Product Needed to Revive the Market

TO succeed under the circumstances outlined in the foregoing, two things were essential—

1. **Product**—a highly distinctive pen—a pen so much better that the world would hail it with the kind of acclaim that meets the worth-while advancements.

2. **Plan**—An improved method of merchandising and advertising.

Of course here, as elsewhere, other elements were necessary to manufacturing and sales success—sound financing, for example. But it may safely be assumed that these elements were provided. Such factors as price, discount and sales policy, and others classify under one or the other of



the two general essentials enumerated, i. e., Product and Plan.

The product in this case was the Parker Duofold Fountain Pen. The original Duofold produced in August, 1921, was what is known today as the Over-size Duofold. It supplied essential No. 1 in the following respects:

a. **Size**—Its barrel was made with a larger circumference than that of ordinary pens. This not only contributed to its distinctiveness—it provided extra large ink capacity and a better grip.

b. **Color**—Distinctiveness was accentuated by constructing the barrel of a special rubber compound of a rare shade of Chinese lacquer-red with black tips. The effect was beautiful. And the color also served the purpose of making the pen harder to lose or mislay than black pens.

c. **Point**—This consisted of a tip of specially selected Iridium of unusual size, polished to a high degree of smoothness and set in extra thick gold. This iridium is the hardest of known metals and has a market value over \$2,000.00 per pound. The manufacturer guaranteed this point for 25 years for mechanical perfection and wear. He might have made it 50 years, for such a point will probably never wear out.

d. **Other characteristics** were—a shapely design with symmetry and writing balance. The mechanical construction was like that of the Parker Pens previously manufactured, containing the leak-proof "Lucky Curve" feed, safety-sealed Duo-sleeve cap and Press Button filler—all Parker patented inventions.

The Duofold was not produced merely to meet the exigency of the occasion. For 30 years Mr. Parker and his associates had been striving to perfect a super-pen. It was a coincidence that they should succeed just at the moment when such a product was needed to revive the market.

Four

### Introduced but Resisted by Retailers

THE first lot of Duofolds, consisting of a few dozen, was shipped to the Parker representative in Spokane, Washington. He had suggested the size and color adopted for the pens, hence the Company believed that he, if anyone, could sell them.

Therefore the first lot of the new style pens was made up and sent to him, which he promptly sold and immediately telegraphed for more. Other salesmen, too, succeeded soon thereafter in selling some Duofolds, and everywhere the new pen went it was favorably received by the public.

But this distribution was widely scattered. For the majority of retailers were disinclined to handle the Duofold. They believed that the size, or the color, or the price, or all three would not be popular. The average retail purchase in fountain pens was then and had been from \$2.50 to \$3.25. The Duofold was \$7.00.

This resistance on the part of retailers is noteworthy. It illustrates how easily one can sometimes be misled by trade opinions alone. But so well had the Duofold sold where it had gained a foothold that the manufacturer's faith remained unshaken; yet he suspected that modifications might be necessary.

Accordingly, he considered the practicability of manufacturing and advertising a smaller size, call it Duofold Jr. and price it at \$5 retail. Neither this nor the \$7 Duofold would be profitable, however, unless large volume could be generated, because these prices barely covered the retailer's profit and the cost of producing the pens in small quantities. This left practically nothing for the manufacturer. For, measured by fountain pen standards, the Duofold was really a \$10 value for \$7.

With this in mind, The Parker Pen Co. consulted a Chicago advertising agency, Benson, Gamble & Crowell.

### An Appeal to Consumers — the Court of Last Resort

A PERSON-TO-PERSON canvass to determine the kind of reception the public would accord the Over-size Duofold at \$7 and a smaller size (Duofold Jr.) at \$5 was suggested by Benson, Gamble & Crowell. The proposal was adopted, and in February, 1922, the advertising agency sent investigators into Illinois, Indiana and Ohio. Each of these men was equipped with 10 or 12 fountain pens varying in style and size, but all black excepting the Over-size Duofold and Duofold Jr. These investigators had been carefully coached. (An investigation is worse than useless, it is misleading, unless the true opinion of those interviewed is obtained.)

The investigators visited small towns and large cities; they stopped people on the streets, called on others in offices, banks, stores and homes; they talked with men and women—with all classes. Displaying his tray of pens each investigator said:

"Will you pardon me, please, if I ask a question? I am not selling pens, I am merely finding out what kind people like. It will help me a great deal to have your opinion. Won't you try these pens and see which suits you best?"

Beyond that the investigator was instructed to say nothing except in reply to questions. He was to leave the individual free to form his own opinion. But the investigator was to study the effect of each pen tried and the effect of the price when he made it known in response to inquiries. And he was to record each interview.

This popular vote resulted in the discovery that in spite of trade opinions to the contrary, an extensive market existed for the Over-size Duofold at \$7, Duofold Jr. at \$5, and a similar pen in a smaller

size for women at \$5. In detail the investigation determined—

- 1 Percentage of men and percentage of women favoring the following:
  - a Over-size Duofold at \$7; percentage favoring red, percentage favoring plain black.
  - b Duofold Jr. at \$5; percentage favoring red, percentage favoring plain black.
  - c Lady Duofold at \$5; percentage favoring red, percentage favoring plain black.
  - d Regular Black Pens at various prices.
- 2 Percentage of people preferring the Over-size Duofold but objecting to the price of \$7.
- 3 Percentage of people preferring the Lady Duofold or the Duofold Jr., but objecting to the price of \$5.
- 4 Extent to which people expressed admiration for the Duofold's—
  - a Color
  - b Point
  - c Size
- 5 Comments favorable and unfavorable about various makes and styles of pens.

To account for so large a part of the public accepting the \$5 and \$7 prices, it was only necessary to refer to the government statement of income tax returns. The number of personal incomes of \$3,000 a year or higher was shown to have increased since 1915 nearly 2,000%, and that more numerous class—those reporting incomes between \$2,000 and \$3,000 yearly—to have increased nearly 400% since 1917 (See Chart Growth of Incomes, page 6).

Indeed buying power was at a new high level. The market was ready to pay the price of a super-pen. But the fountain pen business was still being done on the old pre-war level. Manufacturers and dealers were thinking in terms of the past.

Five

Here was a basic condition that this industry had overlooked.

The arrival of the Duofold was timely and propitious. It was economically and psychologically favored. Surveying the evidence and the opportunity, The Parker Pen Company resolved to back the Duofold with all of its resources. Here was a priceless opportunity, but it called for vision, imagination and courage. To reduce the hazard, the check of caution and judgment was placed upon the enterprise.

This was done by a test campaign. The details follow—and they demonstrate one way the established principles of advertising can be proved—how surely results can be determined—not general results, but definite.

### The Test Campaign

#### I.

IT was decided to manufacture and advertise three Parker Duofold Pens, all

with a black-tipped, lacquer-red barrel, namely:

Over-size Duofold—\$7.

Duofold Jr. (same except for size)—\$5.

Lady Duofold (with ring-end for ribbon or chain)—\$5.

#### II.

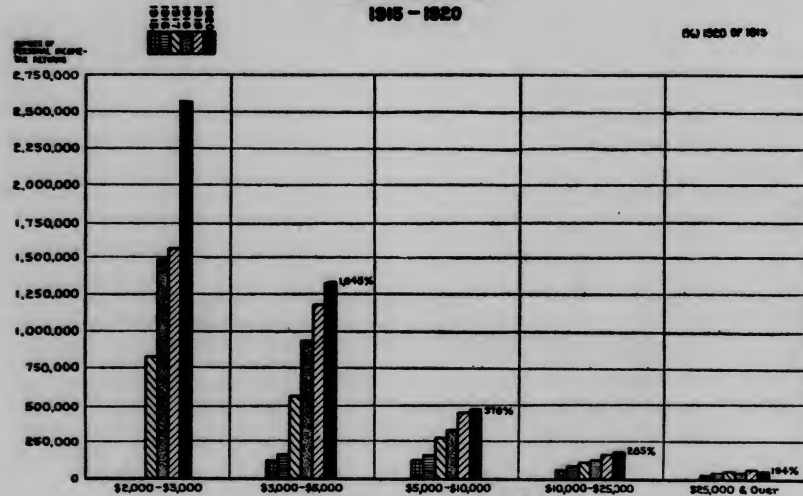
The advertising was to be devoted to the Over-size Duofold at \$7 and to mention the other two Duofold models only incidentally. No space was to be used for black pens or Parker metal pencils. To "put over" the Duofold, as advertising vernacular expresses it, would require concentration.

Bird-shot covers more ground than a rifle ball but does not carry so far or penetrate so deeply. Like wise in advertising: divide attention and your hits are like bird-shot, which is good in its proper place; but when gunning for bear, concentrate.

### GROWTH OF INCOMES

IN THE UNITED STATES  
1915 - 1920

By 1920 of 1915



(Courtesy of the Curtis Publishing Co.)

Six

Knowledge of these principles is important. Also is a knowledge of when and where to apply them in practice.

The psychology of giving advertising dominance to the \$7 Duofold rather than to the \$5 model was to effect a higher value on the pen. It is difficult to sell the higher priced of two articles based on the reputation of the lower priced, but it is easy to sell the lower priced article based on the higher priced reputation.

#### III.

It was decided to make a test of the advertising and the plan in one large city.

#### IV.

Chicago was chosen because it is not an easy market. New York and Chicago are the battle-grounds of nearly all established lines, and the dumping grounds of all sorts of merchandise—bankrupt stocks, excess productions, etc.

Then there are scores of reputable manufacturers in all industries who will neglect other markets to sell in New York and Chicago. To make a success of Duofold in Chicago at an "off" season (March and April) for fountain pens, as it was then regarded, meant that it would succeed almost anywhere.

#### V.

The initial campaign was to be of about 12 weeks' duration. The Chicago Tribune, a morning publication, was selected for the trial. It was believed that the Chicago market could be sufficiently covered in this way to serve as a test. More papers in Chicago would have been better and have since been added. But in an experiment it is the part of wisdom to restrict the expenditure as much as it is possible to do without defeating the purpose.

The schedule of advertising consisted of 15 insertions as follows:

- 1—800 line ad first week,
- 2—360 line ads each week for 3 weeks,
- 1—360 line ad each week for 8 weeks.

#### VI.

On a Saturday, nine days preceding the publication of the first advertisement, 10 Parker salesmen, having left their territories, reported in Chicago. The day was spent in holding a "sales school." Here this sales crew was instructed by executives of The Parker Pen Co. and Benson, Gamble & Crowell in the presentation of the proposition to the retailers.

#### VII.

Each salesman was supplied with—  
A Sample Duofold Pens  
B Portfolio containing—

- 1—Letter from the Chicago Tribune certifying to the receipt of a non-cancellable order for the advertising.
- 2—Proofs of the newspaper advertisements.
- 3—Reproductions of Posters of which 156 were to be posted throughout the city to show the black-tipped, Chinese lacquer-red color of the Duofold, which could not be shown in the newspapers.
- 4—Reproductions of Counter Cards and Window Display Cards, etc., which the advertiser would supply free.
- 5—Testimonial Letters from dealers in other towns who had handled the Duofold with enormous success.
- 6—A set of instructions to salesmen.
- 7—A map of Chicago with all trading centers numbered.
- 8—A set of cards each bearing the name and address of a stationery, drug, department or jewelry store and a number corresponding to the number of trading center on the map where the store was located. On the back of each card was the rating of each dealer.

#### VIII.

Salesmen were assigned certain trading centers and given the dealer cards for the center, arranged in a "call route."

Seven

IX.

The salesmen started out at 8:30 a. m. the following Monday and worked one week. They were then sent back to their regular territories and two men left to make "follow-up" calls on dealers who had not bought. (The gross sales of pens in the first week exceeded the gross cost of the 3 months' advertising scheduled for Chicago.)

X.

The first advertisement appeared the Monday following the sales drive. This contained the names of the Chicago stores which had stocked Duofolds. The insertion of the store name in this advertisement was one of the inducements which the salesmen had made to dealers.

XI.

Window Displays—Through salesmen and a special window trimming agency, large numbers of Duofold window displays were obtained in the stores. It is highly important to display a specialty article. And the Duofold color gave it exceptional display value. The displays established contact with the public at the place of sale, and this, while the advertising campaign was in progress.

Trade Resistances Encountered

IN the introductory sales work a number of difficulties were encountered. Many dealers doubted that the advertising would be published as promised. Numerous manufacturers of other merchandise had promised advertising to induce orders. Some kept their promises; others failed to advertise, or failed to advertise sufficiently to create demand for goods. Hence retailers had become wary of new propositions.

Dealers also had the preconceived notion that the Duofold price was too high. They were skeptical of the color; and they did not favor the manufacturer's discount,

which did not give them so wide a margin of profit as from ordinary pens. The cost of manufacturing Duofold precluded this. Hence salesmen advanced the argument that while Duofold offered a smaller percentage of profit per pen, it presented a larger dollar-and-cents profit than cheaper pens, and would stimulate the sales of pens.

Another stubborn sales resistance, but one to be expected, was the disinclination of non-Parker retailers to stock Parker Pens in addition to the makes which they were handling. These retailers were unacquainted with the Duofold; it was new; it was experimental; no demand had been created; they could not believe that this product and plan would change the fountain pen business from the slow-moving stock it had always been.

Salesmen were carefully instructed to visualize for the dealer how and why an active demand would be created. They were trained to sell the Parker "proposition," which embraced profit and turn-over as well as the merits of the product itself.

But notwithstanding these resistances, a fair initial distribution was obtained, although the orders were small—a dozen here—a half dozen there. Three dozen was a good-sized order then. A few months later the Chicago Tribune made an independent investigation of the market in the city. The investigation was conducted quite impartially, as this newspaper carries the advertising of all major pen companies.

Chicago Tribune Check  
Proved Parker Results

THE Tribune selected fifty representative fountain pen dealers—department stores, stationers, druggists and jewelers. The facts revealed were significant—they indicated the rapid turn of the public to Parker Pens—

Eight

1. Of dealers reporting an increase in pen business, 80% carried Parkers.
2. Of dealers not handling Parkers, 89% reported either no increase or a loss.
3. The Parker was carried exclusively in more stores than any other make.
4. The Parker was reported the "best seller" more times than any other.
5. The Parker was reported the "best fountain pen" more times than any other.
6. In investigating the price of pens sold, the Tribune said: "It is noticeable that those merchants who say that 75%, 50% and 25% of their sales are over \$5.00 are mostly among those who carry the Parker." This is due to the \$5 and \$7 Duofold.

Sales Drives in Other Cities

ORIGINALLY it was planned to test the Duofold campaign for three months in Chicago, and, if successful, to make whatever modifications might seem advisable and repeat the success in other cities. However, by the time the fifth advertisement had appeared, or in the third week of the campaign, Chicago was talking and buying Duofold pens to such an extent that it was decided to lose no time in covering other large cities in practically the same way.

Eastern salesmen were called into New York City and quickly organized into a crew and coached. The Chicago sales plan was followed here, and also in about fourteen other major cities. Thus the manufacturer, instead of waiting until Fall, gained a whole season by marketing the Duofold in the Spring. Each month, excepting July, showed extremely large gains in sales over the corresponding month of the year previous.

It is important to note that in planning and executing this work the advertiser, through his agent, obtained the co-opera-

tion of the newspapers in which his advertising was placed. Newspapers supplied lists of dealers in their respective cities, routings for salesmen, and in some cases actually delivered window displays. In other instances it was necessary to have a follow-up salesman deliver the window displays in an automobile. All this display material was based on the phraseology and illustrations in the advertising, for the purpose of greater cohesion and correlation of effort and idea. This is what is termed in advertising vernacular as "tying up" the displays and the advertising.

In addition to the personal sales effort and newspaper co-operation, The Parker Pen Company, through its Advertising department, not only supplied the trade with display material, but extensively circularized the Parker dealers and non-Parker dealers with Duofold literature and "news" of the Duofold campaign. Thus many orders came from the trade direct by mail. Attention of the trade everywhere was fast focusing on the Parker Duofold.

By summer the manufacturer was ready to campaign the large cities west of the Rockies on the Pacific Coast, and in the South and Southwest. Everywhere the sales crews had worked, the majority of the pen outlets—the department, stationery, drug and jewelry stores—had stocked the pen and were enjoying a good business.

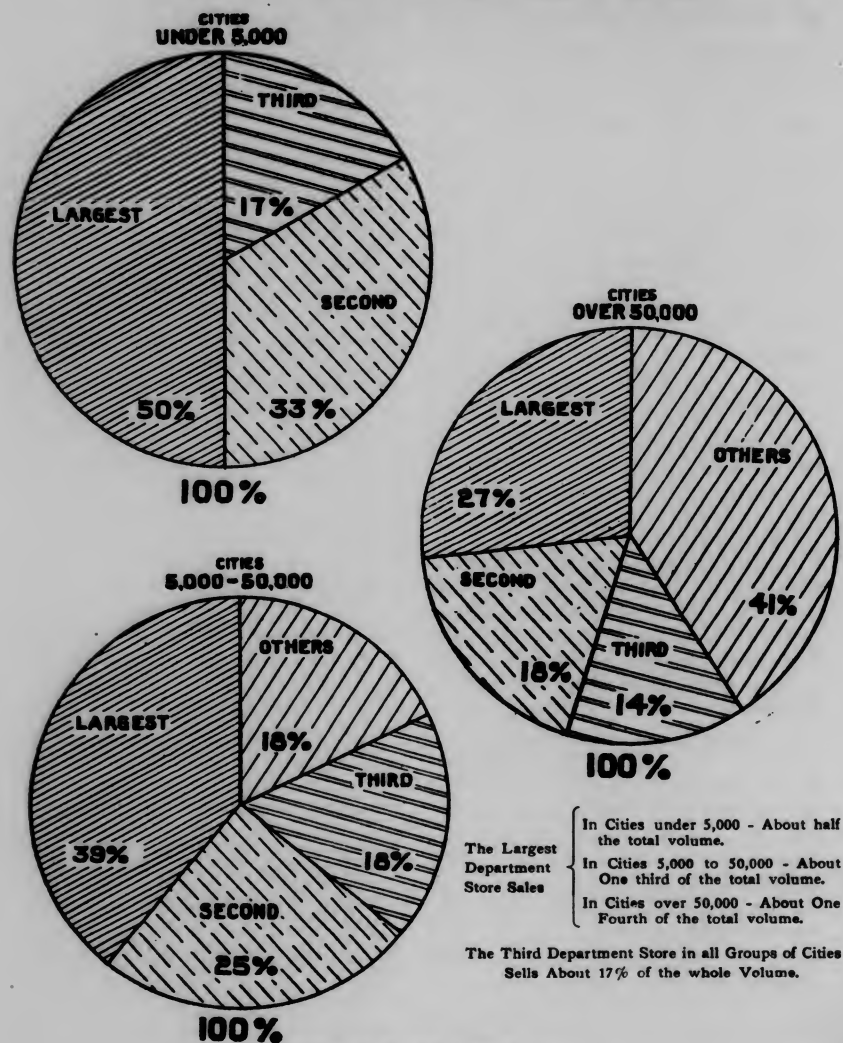
National Advertising Begun

IN the meantime other Parker salesmen had been selling Duofolds in the smaller cities where a good demand began to make its appearance by virtue of the country circulation of the metropolitan newspapers. Thus by August the manufacturer had sufficiently strong representation in large and small cities throughout America to place a non-cancellable order for 13 color pages in The Saturday Eve-

Nine



## THREE LARGEST STORES



(Courtesy of the Curtis Publishing Co.)

Ten

ning Post at a cost of \$8,500.00 each, a total of \$110,500.00, and to make it pay. One of these pages was scheduled to appear every four weeks for a year.

Fountain pen sales had always suffered from the lack of year-round advertising. Seasonal advertising had accentuated the tendency to make pens seasonal sellers. What was needed was more continuous movement of stocks. This would stabilize production, better equalize manufacture and arouse more interest in fountain pens among retailers. Hence The Parker Pen Company adopted a policy of year-round advertising, and a cycle of color pages in The Saturday Evening Post conformed to the plan. Color advertising was desirable because color was an outstanding characteristic of the Duofold.

Prior to placing this 13-page order but little advertising had been done on the Duofold in a national way. Two or three color pages had been inserted in two magazines, but these were merely to facilitate the general sales.

It will be noted that national advertising in a substantial way was not undertaken until after important channels of distribution had been opened up in the large cities by localized newspaper campaigns. While no definite figures are available as yet, it is estimated that nearly 40% of the fountain pen business is done in 144 cities and the remainder divided among some 2,600 smaller cities and thousands of rural communities.

It is also estimated that in cities under 5,000 population the largest store does about 50% of the business, the second store 33½% and the third store, 17%. The proportion of the two larger stores diminishes as the size of the city increases. It is also estimated that, for general purposes, one large outlet in the major cities will do as much business as 20, 30, 40 or 50 small ones.

These facts are mentioned merely to indicate the importance of careful analysis of markets and distribution in planning sales and advertising. It was with this in mind that The Parker Pen Company made its initial Duofold drive in the large cities, and made its greatest effort on the large accounts. Moreover, the small dealer is more apt to follow the leader. It is important to get the leaders first.

During the Fall of 1922, The Parker Pen Company, in addition to the Saturday Evening Post advertising, ran campaigns in 48 city newspapers as well as in 42 college papers.

The year 1922 closed with a 77% gain in Parker sales over 1921, notwithstanding that the first three months (prior to the Duofold advertising) had registered a loss. Duofold advertising stimulated the entire fountain pen trade. It had its effect on other manufacturers, and all became more active in sales and advertising. From a humdrum business, the fountain pen became a vital winner in the business of the stationer, jeweler, druggist and department store man.

## The Old Way—The New Way

IN January, 1923, The Parker Pen Company held a convention of its salesmen at the factory in Janesville, Wis. The salesmen were put through a veritable course of training for three or four days. They went from the convention to their respective territories fully equipped to present to retailers a new, broad and more efficient Pen proposition than had theretofore existed.

This proposition enabled merchants to build and operate in their business a modern pen department in contrast to the "old fashioned" pen business.

Under the old way merchants carried pen stocks 12 months of the year to do business 3 or 4 months. That is, compara-

Eleven

# Advertising and Merchandising Campaign on the Parker Duofold Fountain Pen

tively few pens were sold at retail excepting at the graduation and wedding season—June; the opening of schools and colleges—September, and to some extent, February; and at Christmas—December. It would be a pretty safe guess that 75% of the pen business was done in these four months. And 75% of the advertising appropriations were spent between September 1st and December 25th.

Manufacturers and dealers both accepted the dull months as a necessary evil. Other months were naturally quieter for pens, and having no advertising or sales support they sank into inactivity. The disparity between the poor months and the good months was accentuated by the concentration of nearly all the resale efforts—advertising, display, etc.—on the good months.

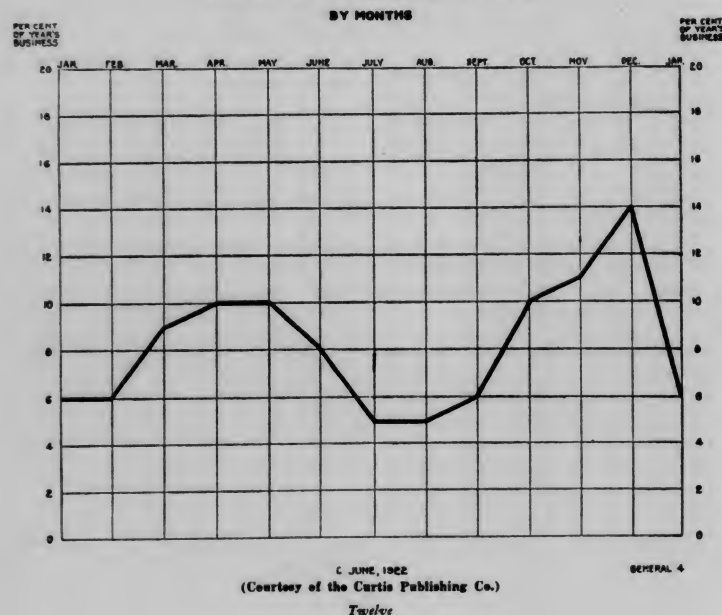
Such acute variations between the peaks and valleys of the retailer were not good for him or for the manufacturer. They produced inequalities in production with resultant problems of finance, unemployment followed by scarcity of skilled pen makers, higher costs and, at times, impaired quality.

As for the retailer, his overhead expense was ever with him, even in months when there was no demand for pens. The pen case took up floor space, his investment was tied up, and in many instances his black pens turned green in the show case waiting for buyers.

Moreover, manufacturers produced so many styles of pens that the retailer could not pick an assortment from a catalog or sample line without selecting a majority of slow sellers. This was the old way.

(Continued on page 17)

## DEPARTMENT STORE SALES



**PARKER DUOFOLD JR. DE LUXE**  
(Illustrated below)  
Wide 14-k solid gold band, including gift box, \$12.00  
Wide 12-k heavy plate band, including gift box, \$7.00

**PARKER DUOFOLD JR.**  
(Illustrated below)  
Same quality and excellence as the Over-size Duofold. Smaller in size with narrow gold-filled band..... \$4.00

**PARKER DUOFOLD JR. DE LUXE (Black)**  
(Illustrated below)  
Wide 14-k solid gold band, including gift box, \$12.00  
Wide 12-k heavy plate band, including gift box, \$7.00  
Black chased barrel and cap..... \$4.00

**PARKER DUOFOLD JR. (Black)**  
(Illustrated below)  
Same as the Chinese Red Duofold Jr., except for fancy Chinese black barrel and cap with narrow gold-filled band..... \$4.00

**PARKER LADY DUOFOLD**  
(Illustrated below)  
About the same in length as Duofold Jr., but smaller in diameter  
Wide 14-k solid gold band, including gift box, \$12.00  
Wide 12-k heavy plate band, including gift box, \$7.00  
With Chasteline ring and 12-k plated gold band..... \$4.00

**PARKER DUOFOLD (Black)**  
(Illustrated above)  
Same as the standard model in Chinese Red only with black fancy chased barrel and cap, with narrow gold-filled band..... \$7.00

**PARKER DUOFOLD DE LUXE (Black)**  
(Illustrated above)  
Wide 14-k solid gold band, including gift box, \$12.00  
Wide 12-k heavy plate band, including gift box, \$7.00  
Black fancy chased barrel and cap instead of Chinese Red..... \$7.00

**PARKER DUOFOLD**  
(Illustrated above)  
This is the standard Over-size Duofold model, with regularity and excellence in gold-filled band, with narrow gold-filled band..... \$7.00

**PARKER DUOFOLD DE LUXE**  
(Illustrated above)  
Wide 14-k solid gold band, including gift box, \$12.00  
Wide 12-k heavy plate band, including gift box, \$7.00  
Presentation pens of the very highest quality..... \$12.00

Advertising and Merchandising Campaign on the Parker Duofold Fountain Pen

tively few pens were sold at retail excepting at the graduation and wedding season—June; the opening of schools and colleges—September, and to some extent, February; and at Christmas—December. It would be a pretty safe guess that 75% of the pen business was done in these four months. And 75% of the advertising appropriations were spent between September 1st and December 25th.

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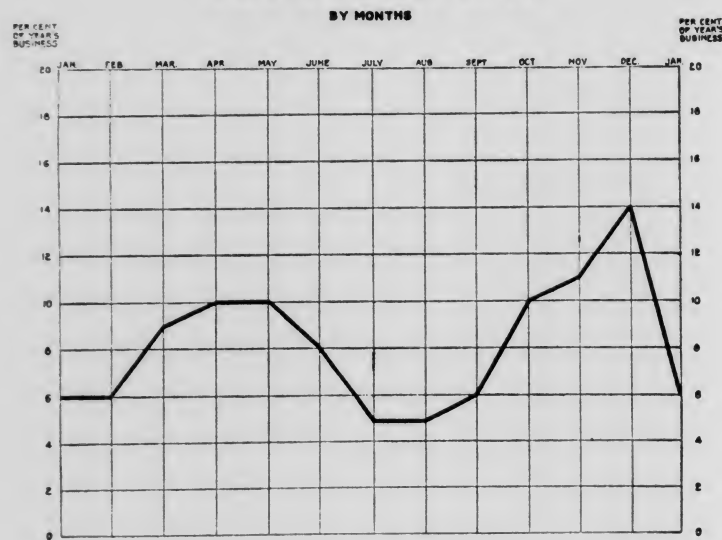
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(Continued on page 17)

DEPARTMENT STORE SALES



C. JUNE, 1922  
(Courtesy of the Curtis Publishing Co.)  
Twelve

**PARKER DUOFOLD JR. DE LUXE**  
(Illustrated below)  
Wide 14-k solid gold band, including gift box, \$12.00  
Wide 12-k heavy plate band, including gift box, 7.00

**DUOFOLD JR.**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

**PARKER DUOFOLD JR.**  
(Illustrated below)  
Same quality and excellence as the Over-size Duofold. Smaller in size with narrow gold-filled band, \$6.00

**DUOFOLD JR.**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

**PARKER DUOFOLD JR. DE LUXE (Black)**  
(Illustrated below)  
Wide 14-k solid gold band, including gift box, \$12.00  
Wide 12-k heavy plate band, including gift box, 7.00  
Black chased barrel and cap

**DUOFOLD JR.**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

**PARKER DUOFOLD JR. (Black)**  
(Illustrated below)  
Same as the Chinese Red Duofold Jr. except for fancy chased black barrel and cap with narrow gold filled band, \$5.00

**DUOFOLD JR.**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

**PARKER LADY DUOFOLD**  
(Illustrated below)  
About the same in length as Duofold Jr., but smaller in diameter  
With Chatelaine ring and 14-k solid gold band, \$10.00  
With Chatelaine ring and 12-k plated gold band, 5.00

**DUOFOLD**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

**PARKER DUOFOLD DE LUXE (Black)**  
(Illustrated above)  
This is the standard Over-size Duofold model whose reputation is world-wide  
Wide 14-k solid gold band, including gift box, \$15.00  
Wide 12-k heavy plate band, including gift box, 10.00  
Black fancy chased barrel and cap instead of Chinese Red

**DUOFOLD**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

**PARKER DUOFOLD (Black)**  
(Illustrated above)  
Same as the standard model in Chinese Red only with black fancy chased barrel and cap, with narrow gold-filled band, \$7.00

**DUOFOLD**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

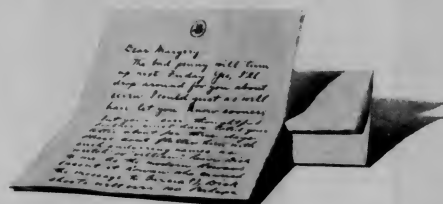
**PARKER LADY DUOFOLD (Black)**  
(Illustrated above)  
With Chatelaine ring and 14-k solid gold band, \$10.00  
With Chatelaine ring and 12-k plated gold band, 5.00

**DUOFOLD**  
60.5 PARKER  
JANESVILLE, WIS. U.S.A.

Thirteen



THE LIFE LONG CO-WORKER THAT IS ALL BUT HUMAN



## Courtesy writes its Intimate Letters by Hand

and Duofold Leaves No Excuse for Bad Form Now

The Over-size Parker with the Super-smooth Point  
Endeared to the Hearts of America

"Do not be guilty of offering a slight in your personal correspondence, whispers Courtesy, "by neglecting to write by hand!"

"Indeed no letter has such charm and character as the one handwritten. The personal touch conveys a gracious interest—anything else is apt to suggest its absence."

No one can afford this lack of courtesy where it's due. And with the fascinating Duofold nesting in your pocket, or lying ready on your desk, your hand will ever be eager to comply with Courtesy's demands.

For Duofold's classic symmetry, and size, and balance, make it a pen that fairly nestles in your fingers. Its super-smooth NATIVE Iridium point glides merrily over any paper, seeming for all the world to travel of its own balanced weight.

Why pawn your good humor for the

difference in price of an ordinary pen and the noble Duofold? Isn't it worth \$7 to have Courtesy's handsome co-worker all your life?

Its Chinese lacquer-red barrel and flashing black tips make it a hard pen to lose. It's a work of fine art in shapeliness and color—an index of highest excellence in the individual's taste.

You will gain by getting it promptly. So go today to the nearest pen counter for your Parker Duofold on 30 days' trial. Neat gold pocket-clip included free, or gold ring-end for ribbon or chain.

Parker Duofold may also be had in plain black if desired. None genuine without this inscription—"Geo. S. Parker—DUOFOLD—Lucky Curve." Any good pen counter will be glad to supply you, notwithstanding that inferior pens offer larger profits.



Press the button and Duofold draws its fill—a double ration of ink



**Parker**  
**Duofold**  
With The 25 Year Point

Duofold Jr. \$5  
Same except for size

Lady Duofold \$5  
With ring for chain



THE PARKER PEN COMPANY • JANESVILLE, WISCONSIN  
NEW YORK • CHICAGO

Manufacturers also of Parker "Lucky Lock" Pens  
Canadian Distributors: Bannan, Gillies & Company, Limited, Hamilton, Ontario

Fourteen

## Duofold converts the "Die Hards," too

—the men who think all fountain pens are alike

Its Size and Balance and 25-year Point  
put fresh inspiration into everyone's writing

YOU know the "Die Hards"—the fellows who believe all fountain pens are alike. They either never owned a Class A pen, or have four or five cheap pens rattling around in their desks.

They had no affection for alarm clocks either, until Big Ben came along and woke them up. And when Gillette first took the morning murder out of shaving, the "Die Hards" were the last to cheer the safety razor.

But there's one good thing about the "Die Hards"—they can be convinced if you show them. So whenever one of their number starts to expound his theory about fountain pens, just pull out this black-tipped lacquer-red Duofold and give him a taste of the fresh inspiration that Geo. S. Parker has put into every-day writing.

Even the hardest "Die Hard" will own up he never swung a pen with Duofold's inspiring balance—that he never saw one with Duofold's classic shapeliness and beauty.

He'll catch the new idea when you tell him this Chinese lacquer-red color makes Duofold a hard pen to lose—that its size and symmetry give it a friendly feel in the hand. And he can't write his signature without admitting that Duofold's polished Iridium point (guaranteed 25 years for wear and mechanical perfection) is the smoothest thing that ever slid over paper.

He'll like the capacity of the Over-size ink barrel. And when you show how the Ink-tight Duofold Cap fits with micrometric precision so the Duofold can't leak, the chances are 10 to 1 that he'll soon head for the nearest pen counter.

After all, the Parker Duofold gives the biggest thrill to men and women whom ordinary pens can't stir. That's why good pen counters sell Parker Duofold on 30 days' approval—knowing that day by day this classic grows on everyone.

If you don't own the Duofold already, get this classic before the "Die Hards" beat you to it.

THE PARKER PEN COMPANY • JANESVILLE, WISCONSIN  
NEW YORK • CHICAGO

Manufacturers also of Parker "Lucky Lock" Pens  
THE PARKER FOUNTAIN PEN COMPANY, LIMITED, TORONTO, CANADA

SAN FRANCISCO • SPOKANE

**Parker**  
**Duofold**  
With The 25 Year Point

Duofold Jr. \$5  
Same except for size

OVER-SIZE  
\$7

Lady Duofold \$5  
With ring for chain



★NEW GOLD GIRDLE—WAS \$1 EXTRA—NOW FREE, DUE TO LARGE PRODUCTION



Fifteen



## The Fountain Pen Situation in Los Angeles

As revealed by the "Los Angeles Examiner" Market Investigation

The following is a true and authentic report of the findings of our Merchandising Service Department field representatives in their investigation of the fountain pen market in the City of Los Angeles.

LOS ANGELES EXAMINER,  
Merchandising Service Dept.  
Harold H. Scott, Manager

THE twenty-one brands of fountain pens listed below were found on sale in the 100 representative stores covered by this survey. The number of dealers handling each brand is tabulated, likewise the number of dealers handling each brand exclusively, and also the number of times each brand was reported to be the best seller.

Various Brands Sold in Los Angeles	Dealers Carrying	Carried Exclusively	Reported Best Seller
Parker Pens	72	35	53
2nd Pen (name withheld in fairness to maker)	27	9	15
3rd Pen	26	9	18
4th Pen	10	1	4
5th Pen	7	0	2
6th Pen	6	2	3
7th Pen	5	1	1
8th Pen	3	1	1
9th Pen	2	0	1
10th Pen	2	0	0
11th Pen	2	0	0
12th Pen	1	0	0
13th Pen	1	0	0
14th Pen	1	0	0
15th Pen	1	0	0
16th Pen	1	0	0
17th Pen	1	0	0
18th Pen	1	0	0
19th Pen	1	0	0
20th Pen	1	0	1
21st Pen	1	0	0

PARKER has a lead of 166% to 288% in each phase of the survey. 1st, his degree of distribution is 166% greater than the 2nd pen; 2nd, Parker is carried exclusively in nearly four times as many stores as the next pen; and 3rd, 53% of all the dealers reported Parker as "best seller" which is a lead of 194% over the next most popular pen.

[N. B.—Example of typical sales promotion circular.]

### Advertising and Merchandising Campaign on the Parker Duofold Fountain Pen

#### How Parker Found the Remedy

BY means of the black-tipped lacquer-red Duofold, Parker had been able to split the pen market into red pens and black pens. The Duofold enabled the retailer to increase his profit, for while his percentage of profit per pen on Duofold was not so large, this pen retailed at \$7 and \$5 against \$2.50 for the average pen. Hence the retailer's dollar-and-cents profit was greater, even on a smaller percentage of profit, or discount.

Next, Parker's policy of heavy year-round advertising stimulated sales in the so-called "off" months. Hence it enabled the retailer to do a gratifying business every month in the year. It turned over his pen investment about twice as fast as formerly.

Thus the Parker proposition brought a twofold benefit:

1. Double turnover of investment with

a year-round sale of pens.

2. Nearly twice as much money per pen sale.

The next move was to duplicate all the black-tipped lacquer-red Duofold Pens in plain black as well. This alone doubled the Duofold line. And it also enabled the retailer to raise his black pen business up to the basis of his red pen business. Meantime Parker began to eliminate slow-selling models. In 8 months about 285 were discontinued.

But that large section of the pen market which goes to pens under \$5, was not being served by a popular fast-selling pen, as the Parker Duofold served the higher priced fields, except by Parker \$2.50 pens.

Parker met this situation by creating the new Parker D. Q. at \$3. (This pen, with but little advertising to date, has been enormously successful). Retailers seemed to take hold of it as one man. And it rounded out the Parker line—a line that enabled any merchant to pick out a fast-selling assortment with his eyes shut, so to speak,—something impossible in the old days with eyes open.

This \$3 pen was made in two styles, a long and a short model; and was really a \$4 value. The point was 14-karat gold set with a tip of selected Iridium polished to jewel-like smoothness.

The straight line engraving was new and pleasing.

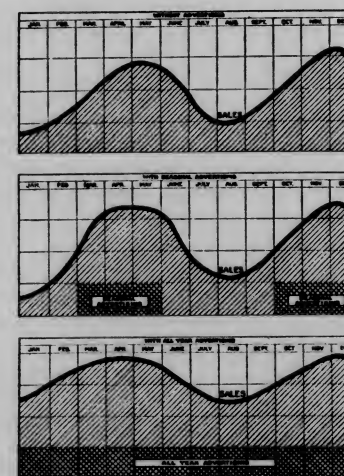
The cap was reinforced with a metal band.

A neat pocket-clip, or extra large ring-end for ribbon or chain or to link to the student's note-book, was included free. (An extra charge is usually made for these).

And this pen was given a larger ink capacity than the ordinary pen at this price.

Hence with a simplified line of pens, a better line for the dealers and the public,

#### EFFECT OF SEASONAL AND ALL YEAR ADVERTISING ON SALES



(Courtesy of the Curtis Publishing Co.)

Seventeen

Parker's next problem was to effect their resale to the degree that opportunity presented.

### The Parker Resale System

WHAT has been done sounds simple enough when recounted. But the student should realize that it is one thing to have a good idea, yet quite another to induce others to accept it.

Within the memory of dealers, fountain pens had always been slow sellers, excepting in the so-called "good" months.

Naturally, when new ideas were presented, the dealers regarded them in terms of past experience. They could not easily think otherwise, unless, like a few of the retailers, they were gifted with extra vision.

But these few—this minority—supplied the basis for the future. Their success with Parker Pens was studied—their costs, their profits. And creative minds were set to work to adapt, improve and add new ideas.

Every season, every month in the year was studied to locate the year-round opportunities for the sale of pens.

And Parker Advertising was harnessed to all these opportunities. Also to the general trade, for this too could be stimulated. Thus every month was programmed and every dealer was shown, by mail and by salesmen, how he could increase the sales of pens that month.

The Parker Advertising Department supplied him the means:

- A Monthly Service of Cuts and Local Ads which he could insert over his own name. Parker paid for the cuts, the dealer for the space. (See cut page 21)
- Window and Store Display Material.
- Circulars and other printed matter for distribution.
- Canvassing methods and equipment.

- Ideas for creating sales.
- Instructions to raise the sales efficiency of clerks.
- Instructions for operating a Pen Repair Service and for training Repair Men.

These various resale methods enabled the dealer not only to create sales, but to attract to his store the readers of The Parker Pen Company's advertising.

The extent of this advertising—the so-called "coverage" in his territory—was shown to him by the Parker salesman when the resale plan was presented. Even the available pen business in his trading radius, computed on reliable data, was placed in the dealer's possession.

Thus the Parker Resale System not only advised dealers how much business could be done, but when and how to do it; and supplied the means. Of course, not all dealers accepted and operated these plans, nor will they ever. As in getting public acceptance of a product, so too must dealer acceptance be won by repeated effort. But each month more retailers fell in line until thousands were selling pens the new way.

### Parker National Advertising Program Aug. to Dec. 1923

As an example of an advertising schedule, arranged so as to reach the great masses of people as well as certain selected responsive classes, the Parker 1923 Autumn campaign is reproduced hereunder. The Saturday Evening Post—Full Page in colors every 4 weeks.

American Magazine—Full Page in color. Newspapers—One advertisement a week and sometimes twice a week from August to Christmas in 106 city newspapers in the United States.

College Papers—Series of advertisements at opening of college. These followed by color pages in the College Monthly Magazines.

Business Magazines—System Magazine,

Sales Management and Business Magazine—full pages in color addressed to executives, urging Parker Pens for Industrial Uses: for gifts to employees and customers, prizes in sales contests, premiums, etc.

### Foreign Campaigns

A CANADIAN factory and selling organization was established in Toronto and newspaper campaigns, preceded by intensive selling drives, were put on in all Canadian metropolitan centers. Distribution was attained in exactly the same successful manner as was employed in the United States.

Parker advertising schedules are now running in the following countries:

Mexico	Norway
Cuba	Denmark
Peru	Sweden
Chili	Italy
Argentina	China
Brazil	Java
Federated Malay States	
Philippine Islands	
India	

The copy and plans used in foreign countries are substantially the same as used domestically. Many modifications in phraseology were necessary because of difficulties in translation and also in order to assimilate the foreign viewpoint. But broadly speaking the same general ideas in both copy and plan have been employed in foreign markets. (See cut page 20)

### Advertising Based on Previous Sales and a Quota for the Future

THE first year's advertising of the Duofold made it practicable for The Parker Pen Company to compute with a reasonable degree of accuracy the sales expectancy of the next year.

This was done by establishing a sales quota for each state, using a composite of

three factors as a base-line:

1. Worth-while population over 10 years of age in the state
2. Number of Income Tax returns from the state
3. Automobile registration in the state

There was found for each state its percentage of the total of these factors in the United States. Thus: Ohio has—

.0643 of the worth-while population in the United States over 10 years of age

.0629 of the United States Income Tax Returns

.0659 of the automobiles

or an average of .0643 of the total of these three.

Therefore, the base-line of the Ohio sales quota was taken as 6 4/10% of the total sales quota. In other words, Ohio should produce 6 4/10% of the total U. S. sales.

The Saturday Evening Post sales were selected for comparison because this publication has been systematically and intensively sold in all states and all counties in relation to the opportunity for sales, or so-called "Market Opportunity," or "Available Market."

In devising the Parker quota system, other factors might well have been included, such as savings deposits. But the quota base-line as figured was as accurate as necessary.

Prior to its adoption, no ratio had been preserved between the sales of a given state and its available market. Business had largely depended on the ability of the individual salesman, the size of his territory, and, relative activity of other pen salesmen in that territory, and the standing of the manufacturer.

The sales quota system corrected this. For it was now practicable to operate salesmen and advertising in every section of the country with a definite relation to

## ¿Han Visto Vds. La Pluma-Fuente De Doble Tamaño Que Parece De Laca China?

Más hermosa que el oro



Rivaliza en hermosura con el cardinal rojo

¿Han visto Vds. esta nueva pluma-fuente, que emula en belleza, equilibrio y apariencia al pajarito Cardenal? El tono rojo suave de la DUOFOLD parece a la laca fina de china.

Es esta la pluma-fuente que en la práctica han escogido 62 personas de cada 100, de entre muchas otras. Su popularidad en los Estados Unidos es casi absoluta.

Geo. S. Parker, inventor de la pluma-fuente "LUCKY CURVE" a prueba de goteo, ha creado esta DUOFOLD extragrande, con una punta de Iridio puro, tan suave, durable y resistente como una piedra preciosa. No necesita adaptarse al pulso, y su duración alcanza por lo menos a 25 años.

Vaya a la primer tienda del ramo, y deje a su mano probar el tacto y peso tan bien balanceado de esta pluma, que absorbe doble cantidad de tinta que la pluma-fuente ordinaria. Con una pluma DUOFOLD el escribir se convierte en un placer.

No deje de verla. Si su establecimiento preferido no tiene aún existencias, hagale un pedido a prueba.



Apriete el botón y la DUOFOLD absorberá su completa dotación de tinta. No tiene resortes que se enganchen en la tapa y se vacíe la tinta.

**Parker** LUCKY CURVE TAMANO DOBLE  
**Duofold** \$8  
Con la punta que dura 25 años  
Duofold Jr. es igual pero más chica  
Lady Duofold es con oro para señoras  
EN CUBA

Estos y otros establecimientos podrán enseñarles la Duofold:—



THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, E. U. A.  
Fabricantes también de los lapiceros Parker "Lucky Lock"

Twenty

### Advertising and Merchandising Campaign on the Parker Duofold Fountain Pen

the potential pen business. Readjustments of man power and print power (advertising) were made in a number of territories. For example: Two salesmen were covering Michigan. But Michigan's quota revealed a sales potential in excess of the amount of pens that two men could handle. So a third man was put in Michigan. The quota of another state revealed that it was too heavily manned. And this situation, too, was rectified.

So with the advertising—states were examined separately. In each the percentage of the total expenditure was compared with the percentage of the total

sales, and the percentage of the total sales quota or potential. Also the cost of advertising per 100 population was studied, and the character of the market—urban and rural.

Thus did The Parker Pen Company organize its selling power—man power and advertising—and expend a given effort for a given amount of returns. There were some fluctuations, of course. Here a state fell below its quota, but here another compensated by exceeding its quota. Then new readjustments were made, until sales control was effected—control as accurate as modern methods could make it.

## Dec. 25th Is Duofold Day

In home after home on the Glad-some Day the gay Christmas color of Parker Duofold will flash forth its message of thoughtfulness and good cheer to the lucky ones who get it.

The beautiful, big, black-tipped lacquer-red pen with the rich Gold Girdle and the point guaranteed against wear for 25 years—there's a Gift, and a good one to have your generosity judged by!

To the men, give Parker Duofold \$7. To the boys, give Duofold Jr. \$5. To the women and girls, give the slender Lady Duofold \$5. Prices include neat gold pocket-clip for him, or gold ring-end for her ribbon. Gold Girdle—was \$1—now free.

Duofold Day is near. Today, before the last rush begins, step up to the pen counter and in five minutes get the better part of your Christmas shopping over.

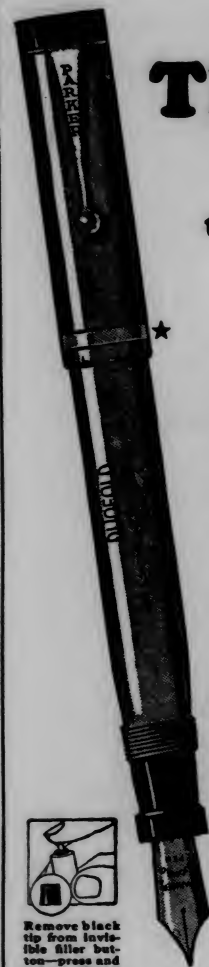
**Field Stationery Company**

[Example of dealer advertisement. A Monthly Ad Service, consisting of proofs of timely advertisements of different sizes, is sent out to dealers regularly.]

Twenty-one



NO CHARGE NOW FOR STRONG ★ GOLD GIRDLE—WAS \$1 EXTRA



## The Over-size pen with 25-year point There's a lure in its balance

that your hand can't get away from

Try Duofold and ordinary pens  
together—without looking!

LET your hand get a taste of Parker Duofold's super-smooth point and balanced swing and you won't wonder that people are passing up ordinary pens to pay twice as much for this black-tipped, lacquer-red Classic.

Take a look at its Over-size barrel and you'll see why it holds such a bumper ink-supply. Flash your eye on its color and you'll see why the world calls it handsomer than gold—why it makes this a hard pen to lose when you lay it down.

Buy Parker Duofold on 30 days' approval and you'll soon discover that you'll write from inspiration—not from the prodding of your conscience.

Then when someone calls for a pen you can proudly pull out your Duofold and lend it—for no style of writing can distort this 25-year Native Iridium point.

The only pen with the Ink-tight Duo-sleeve Cap—the only one with Invisible Press-Button Filler. No hole in the wall—no ink on hands or clothes. Neat Gold Pocket-clip or Ring-end free as well as strong Gold Girdle—the crowning touch to its beauty.

Get Parker Duofold today and you're fixed for life—a \$10 value for \$7. Step up to any good pen counter today.



Remove black tip from invisible filler button—press and release. Count ten while it drinks.

**Parker**  
**Duofold**  
With The 25 Year Point

Duofold Jr. 95  
Same except for size

Lady Duofold 95  
With ring for chatelaine

Rivals the  
beauty of the Scarlet  
Tanager



THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN  
Manufacturers also of Parker "Lucky Lock" Pencils

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Advertising and Merchandising Campaign on the Parker Duofold Fountain Pen

## An Analysis of the Parker Duofold Copy

RESULTS are the real appraisers of advertising copy. It is easy to measure them in mail order advertising. It is more difficult in advertising articles sold through the general trade. But it can be done. And the abler men in advertising—men who know advertising's established principles—devise a variety of advertising tests.

Duofold advertising was tested in Chicago. And this test revealed a number of things. For one, the right sales policy and merchandising methods. For another, the kind of advertising that obtains spontaneous response from large numbers of people. And lastly, the approximate results obtained in the sale of Duofold Pens from a given effort of sales and advertising adjusted to high gear.

These results were measured by the quantities of new pens sold, the new accounts opened, the re-orders, and the size and importance of the acquired sales channels, from which was computed a safe sales expectancy for the year.

The Parker Pen Company had been advertising previously for about 30 years. No such extensive results as this campaign yielded had ever manifested themselves before. And none like them that we had been able to observe in the advertising of any other pen.

Unquestionably the Parker Duofold itself—its size, its color, its classic beauty—contributed much to this initial success. And the ultimate success was due to the excellence of the pen more than to anything else. But, given an exceptional article, it depends on the copy appeal and merchandising methods whether success comes slowly or swiftly. Indeed the Duofold had been on the market about nine

months before this advertising started. But advertising was needed to give it real sales impetus.

Just as there was a spontaneity in the copy itself, so was the public response spontaneous and wide-spread. Duofold's success was quick and sure, because the sales work was carefully organized and thoroughly done, and was predicated on advertising of sufficient volume and appeal so powerful that large numbers of people were impelled to walk into stores to ask for this particular pen, to pay twice the price of ordinary pens, and to do so regardless of the season. Advertising which will produce to this degree is well worth the student's careful analysis.

Now in analyzing the Parker Duofold copy it is well to consider that fountain pen advertising had progressed only little in the years preceding it. Let the student obtain this earlier advertising from old magazine files and compare it. He will note that all pen makers spoke the same language and wore the same standardized clothes, so to speak, in print. Where, in this standardized advertising, was there any competitive advantage? What of its interest value? Was its sales appeal alluring?

Was it not the average run of advertising—the kind to which the millions have become accustomed and give but passing notice? Does it not, like the venerable villager, all "seem to say an undisputed thing in a very solemn way?" Or is it not the sort of praise of his own product that people would expect a manufacturer to print? Is that kind of advertising apt to excite great interest, or intrigue America's desire to possess?

You will also find in the older advertis-

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ing some bright and clever diversions from dull mechanical recitals. But even those wrought no great advancement in fountain pen popularity, for that which amuses in advertising is rarely taken seriously.

### Two Types of Copy

**"GENERAL PUBLICITY"** copy, so called, is now known to be of such low sales efficiency that we shall not consider it here. Indeed it is a relic of the first age of advertising; although there are those who still cling to it sedulously. But "General Publicity" today is an adventitious by-product of the newer and more scientific Causative Advertising.

In Causative Advertising there are, indeed, but two basic copy appeals. One is that which appeals to the intellect—called "reason why" copy by some, "Inductive Copy" by this writer. The other is that which appeals to the fancy or emotions, termed by some, "emotional" copy. Both are Causative Copy.

Duofold copy is a combination of these two. Its writer believed that both appeals would be effective, and thus the responsive impulses of the largest number of readers could be touched. And the tests proved this correct.

To appeal to the senses, the emotion, the fancy, copy must attain vividness. To appeal to the intellect, it must present logical argument—reasons.

Now, the first task of the advertising writer is to build a case for his product, much as the lawyer does for his client. One appeals to judge and jury, the other to the court of public opinion. So the prime essential of a good advertisement is the major conception, or idea.

The second essential is the expression of the idea, and expression is attained through the medium of white space, type and illustration. The form of the advertisement is termed the "layout," and

this in itself is often one means of expression. To what degree an advertisement yields results depends on the strength of its major idea and the power of the expression to awake desire and to carry conviction.

Hence in copy writing, as in rhetoric, technique is a cardinal requisite to good work. Yet the product of some of the most successful advertising writers would not pass muster with rhetoricians. Many coined words, idioms and figures of speech which may not be sanctioned by "good use" are effectively used in advertising, but are also badly overworked. Taste must be exercised, exaggeration avoided.

### Headline Called 90% Important

**SOME** good advertising writers believe that in advertisements which are devoid of illustrations, or in which is illustrated merely the article advertised, the headline or caption ranks 90% in importance, the text only 10%.

Certain it is the heading of the advertisement is the most vital part. Nowhere better than in mail order advertising is this fact demonstrated. Too many writers of publicity copy lack the training of "traced result" experience.

The art of advertising expression employs the principles of rhetoric, and more, —the strategy of salesmanship. Without this, a master of King's English and Composition is a babe in the Advertising Woods.

He must have vision, he must know his audience—the language people speak today, their thoughts, their problems, their aversions, their pleasures, their ambitions, their vanities, their sympathies, their superstitions, their sentiments, their habits, their inclinations and desires, and their reactions. He should be able to sense all the nuances which play along the whole chromatic scale of life and human nature.

Thus may he project himself into the shoes of his reader and build his appeal from the reader's standpoint. The self-interest of the manufacturer of the article advertised should be screened from view. Too often it is not—too often it dominates in advertising, for too often manufacturers who are good manufacturers know little of what constitutes good selling lure.

Examine the Duofold advertising; do you find these faults? Does it measure up to good copy ideals?

To gain vividness and arouse fresh interest, a new fountain pen lexicon was coined. Compare the Duofold copy with fountain pen advertising in the magazine files of 1921 and earlier. Has the Duofold copy not brought into use many new terms, such as these:

balanced swing  
super-smooth point  
over-size ink capacity  
flashing black tips  
The HE-pen  
writing urge  
classic symmetry  
via Duofold

Do these not appeal more strongly to the imagination than commonplace fountain pen shop-talk?

Again, rhetoric tells us that strong effects are attained by appropriate but moderate use of simile, metaphor, personification, synecdoche, metonymy and other figures of speech. It may be interesting to note how they are employed in Duofold advertising to gain vividness, to stir the imagination or to make the reader feel the sensations wanted in a pen. Examples:

Metonymy—"Wall Street or Main Street, it's the reigning favorite."

\*Personification—"Courtesy writes its intimate letters by hand!"

Simile—"A point as smooth as a polished jewel bearing."

Metaphor—"A super-smooth pen gives thought free rein."

Numerous other examples may be noted if the student but looks for them. As for expressions which stir the imagination, appeal to the fancy, and at once present "reason why" arguments for purchase, here are a few of many:

"A point that needs no 'breaking in.'"

"Its black-tipped lacquer red barrel is not only handsomer than gold—it makes this a hard pen to lose."

"Its lacquer-red barrel abounds with Christman cheer."

"Hands crave this over-size pen as they crave a balanced golf stick."

"No style of writing can distort the Duofold point—hence a pen you can lend without fear. What other pen dare you pass from hand to hand?"

"Its over-size barrel holds a long-distance ink supply."

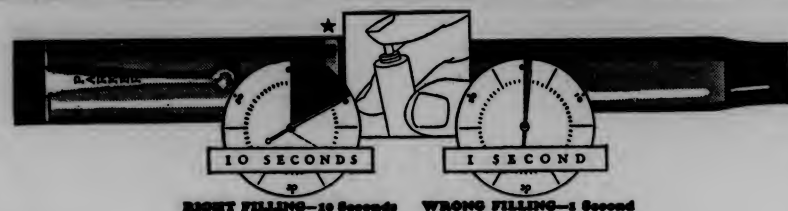
Note also the absence of such trite generalities as "fine workmanship," "serviceable," "reliable," etc., with which mediocre copy is replete. Does not the Duofold copy make the reader draw the conclusion of "fine workmanship?" How much stronger is this than to state conclusions which may or may not be believed, and which nine times out of ten may suggest to the reader's mind the manufacturer's self-interest, or his zeal in his own achievements, which will not be taken seriously by a sophisticated public.

For example, which is the more effective:

"62 Men in 100 Picked this Over-size Pen," or

"This Pen Appeals to the Majority."

\*(Rhetoricians might argue that "its" is incorrect, because personification requires either the masculine or feminine personal pronoun. But advertising license steps in and overrules rhetoric, believing that either "his" or "her" would limit the attention value of the heading to men, or to women, whereas "its" is an all-inclusive appeal to a mixed audience.)



A difference of 9 seconds

## Duofold Takes Longer to Fill

Because of Its Over-Size Ink Capacity

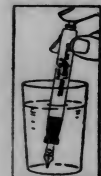
**P**ARKER DUOFOLD takes longer to fill than ordinary pens because of its *Over-size Ink Capacity*. Leave the nozzle immersed in ink about 10 seconds after you've released your finger from the Filler Button. Yes, give Parker Duofold a chance to drink its fill and you'll seldom have to lead it to ink.



Keep Cap Tight

Next, keep the cap on tight when your pen is not in use. For Duofold's Duo-Sleeve Cap has an Inner Sleeve that forms an ink-tight seal with the shoulder of the pen. It is fitted to micrometric precision and cannot leak. Keep it tight.

Easy to Clean



Parker Duofold is a full grown pen—it doesn't have to be coddled. But, just as dirt will shut off the flow of gasoline to your motor, so sediment will clog, or dried ink "gum" and stop the flow of a pen. Give your pen the same chance that you would give a motor truck. Now and then stick the nozzle of the pen into a glass of water and press the Filler Button several times. That cleans it. Duofold's "Lucky Curve" insures a leakproof feed and steady flow when clean.

Lastly, don't drop your pen on cement. To avoid such accidents, we include with Parker Duofold a neat Gold Pocket-clip or Gold Ring-end for ribbon or chain free. Also a strong ★ Gold Girdle that reinforces the cap—the crowning touch to its black-tipped lacquer-red beauty.

Yes, a good pen responds to care better than a poor one. So give the Parker Duofold just fairly decent treatment and this pen classic will never lie down on the job. Phone this newspaper for names of dealers if you don't know where to get Duofold.

Strong ★ Gold Girdle and Neat Gold Clip or Ring-end Free



Step up today to any good pen counter and buy Parker Duofold on 30 days' approval

**THE PARKER PEN COMPANY**  
Manufacturers also of Parker "Lucky Lock" Pencils  
Factory and General Office, JAMESVILLE, WIS.

**Parker**  
*Lucky Curve*  
**Duofold**  
With The 25 Year Point

Red and Black  
Color Combination  
U.S. Pat. Office



Rivals the beauty of the Scarlet Tanager

Duofold Jr. 65 Same except for size  
Lady Duofold 65 With ring for chatelaine

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The second states the conclusion. The first does not; it effects the conclusion in the reader's mind.

Again, good advertising strives to effect the conclusions in the reader's mind; it avoids stating conclusions, unless specific facts or proof are also offered.

### Reading Public Blasé

**I**T is more difficult to interest people in advertising today than it was ten years ago. Many coupon plans, once highly productive, now fall flat.

Indeed the public has become blasé in the matter of advertising just as it has in many matters. The aeroplane that would make a whole city look skyward a few years ago now gets but passing notice; the latest jazz dance that received front page position in the newspapers is now mentioned in their columns only incidentally. A few years back the woman or girl who lighted a cigarette created a stir in the cafe. To use the vernacular of the street, people are too "hard boiled" today to get a thrill from spectacles which created sensations yesterday.

For the average citizen, advertising, as advertising, has lost its magic. To get and hold its attention it must rise far above the commonplace. And it must render him a service.

### Avoid "Blind" Captions

**A**FEW people may puzzle over "blind" headlines, but the vast majority—the millions to whom the advertising writer must sell—they have too much else to do. In Duofold advertising "blind" captions were studiously avoided.

A good heading indicates the subject. In "traced result" advertising this kind rarely, if ever, fails to produce much greater returns than "blind" headlines that give no clue to the subject.

Different headings appeal to different people and usually present different ideas. Hence diversification is good practice, but one good caption will stand much repetition. (Some captions have been used for years in "traced results" advertising to better effect than any others tried in the meantime.)

### The Scarlet Tanager and Duofold

**I**N planning the physical appearance of the Duofold advertising it was decided to illustrate the pen in "still life," excepting as some unusual picture might be desirable occasionally to illustrate the text.

The conventional "hand holding a pen," or "African traveller writing on his knee in the shadow of the pyramids"—such old standbys would scarcely contribute fresh diversion. Yet some simile was wanted by which to compare the color and beauty of the Duofold. A Chinese lacquer vase was tried in the experimental layouts. But this too was "still life," and what was needed was animation. Then colorful birds were tried and the black-tipped red-bird, or scarlet tanager, most of all appealed.

The scarlet tanager's value proved to be three-fold. For one, this bird supplied the animation needed. For another, it furnished a rare simile for the beauty, grace and color of the pen. But, more than all, it stirred the imagination of millions—one of the most important and most difficult of advertising tasks.

### Flavored With Good Cheer

**O**NE point that the student should not let escape him—the spirit of cheer which radiates from Duofold copy. Of competitive pens it never speaks disparagingly. On imitations it touches but casually, and then treats them lightly so readers will regard them lightly.

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Advertising should never be flavorless, neither should it leave a bad taste. Many intelligent people will not adopt a substitute if they know it—because they know substitution is the offspring of inferiority. But many others will buy substitutes, unless they believe the deceit will be found out. Subtly suggest that the substitute will “give them away,” and you forestall substitution.

One point more—each Duofold advertisement is complete in itself. It is planned to make a sale—it presupposes the prospect will not listen twice. Many do, but never count on that. “Serial” adver-

tising is the most expensive there is. When you have the reader's attention, that is your chance. Let your advertisement make the most of it.

Much advertising that is considered successful, does not harmonize with these principles. But we believe it would be better advertising if it did. And manufacturers are beginning to recognize that there are varying degrees of advertising success. Hence the student who plans to make advertising his career will do well to consider that these principles of better practice will more and more prevail in the years to come.





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TITLE**